**Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Partner)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Per\_\_\_\_\_\_\_**

**(This form must be turned in with your final project.)**

**Problem 3.1.3: Design Innovations**

**Part 1: Identifying criteria, Exploring Possibilities, and Selecting and Approach.** *Present to teacher in individual conference. All areas must be teacher approved before proceeding. Teacher initials.\_\_\_\_\_\_\_\_\_*

1. Function: How will your proposed design do the job it is intended to do?
2. Form: How will your product be designed to match its intended function?
3. Safety: How will your product ensure human safety?
4. Reliability: How will your design ensure that the product continues to function properly?
5. Biocompatibility (if applicable): How will you ensure your design will be compatible in the human body?
6. Aesthetics (if applicable): What have you designed into your product that will make it attractive to the potential customer or patient?

**Part II: Developing a Design Proposal.** *Present to teacher in individual conference. Teacher initials \_\_\_\_\_\_*

Sketch of design options:

1. Medical Device
   1. Materials
2. Procedure:
   1. General outline of procedural steps
3. Pharmaceutical or genetic treatment:
   1. General outline of how the product will work

**Part III: Making a Model or Prototype**. *Present to teacher in individual conference. Teacher initials. \_\_\_\_\_\_\_\_\_*

1. Model, prototype, or detailed schematic approved by teacher.

**Part IV: Testing and Evaluating Device.** *Present to teacher in individual conference.* *Teacher initials. \_\_\_\_\_\_\_\_\_*

1. Steps 1-4 on Product Testing Guidelines completed.

**Part V: Marketing Plan**. *Present to teacher in individual conference. Teacher initials* \_\_\_\_\_\_\_\_

1. Company:
   1. Name
   2. Logo
   3. Slogan
   4. Name of product
2. Marketing Plan:
   1. How is this product different than your competitors?
   2. Packaging … what will make it stand out?
   3. Marketplace “niche”… how will this product be distributed?
   4. Promotion… who is your audience?

**Part V: Capstone Presentation… You will be competing with all your classmates for financial backing from your community. The financial backing will either make or break your innovation in the marketplace. You must convince an audience yours is the most worthy.**

Presentation Limitations:

1. 8 slides
2. 10 minute sales pitch

Presentation Expectations:

1. NO note cards
2. All presentation topics addressed
3. All presentation protocols follows

**You are NOT graded on if your product is funded by the outside evaluators**.

Note: Presentation Rubric Attached. This is the form your potential investors will be completing as you present your sales pitch.

**3.1.3 Presentation Competition:**

1. **Company Information**

\_\_\_\_\_Looks great… I want to know more about you. Give me your card.

\_\_\_\_\_Looks interesting… I’ll get back to you. You could use a graphic designer.

\_\_\_\_\_Not interested. My money will go to someone more organized.

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Background Information/Research done to support need for this product.**

\_\_\_\_\_Very through… I understand why this product is important.

\_\_\_\_\_Looks interesting… you haven’t convinced me yet. I need more information.

\_\_\_\_\_Not interested.

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Product**

\_\_\_\_\_I understand how it works. I understand why this product is better than what is on the market.

\_\_\_\_\_I am a bit unclear how it works. I somewhat agree this product is better than what is on the market.

\_\_\_\_\_I really don’t understand how this works. This really looks like other options on the market.

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Marketing Plan**

\_\_\_\_\_Very well thought out. Your marketing material is eye catching and informative.

\_\_\_\_\_You need to think this through more. Your marketing material needs work.

\_\_\_\_\_You need to revisit this topic.

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Evaluator Rating Below:**

1 2 3 4 5

Not interested very little interest interested very interested I am willing to invest